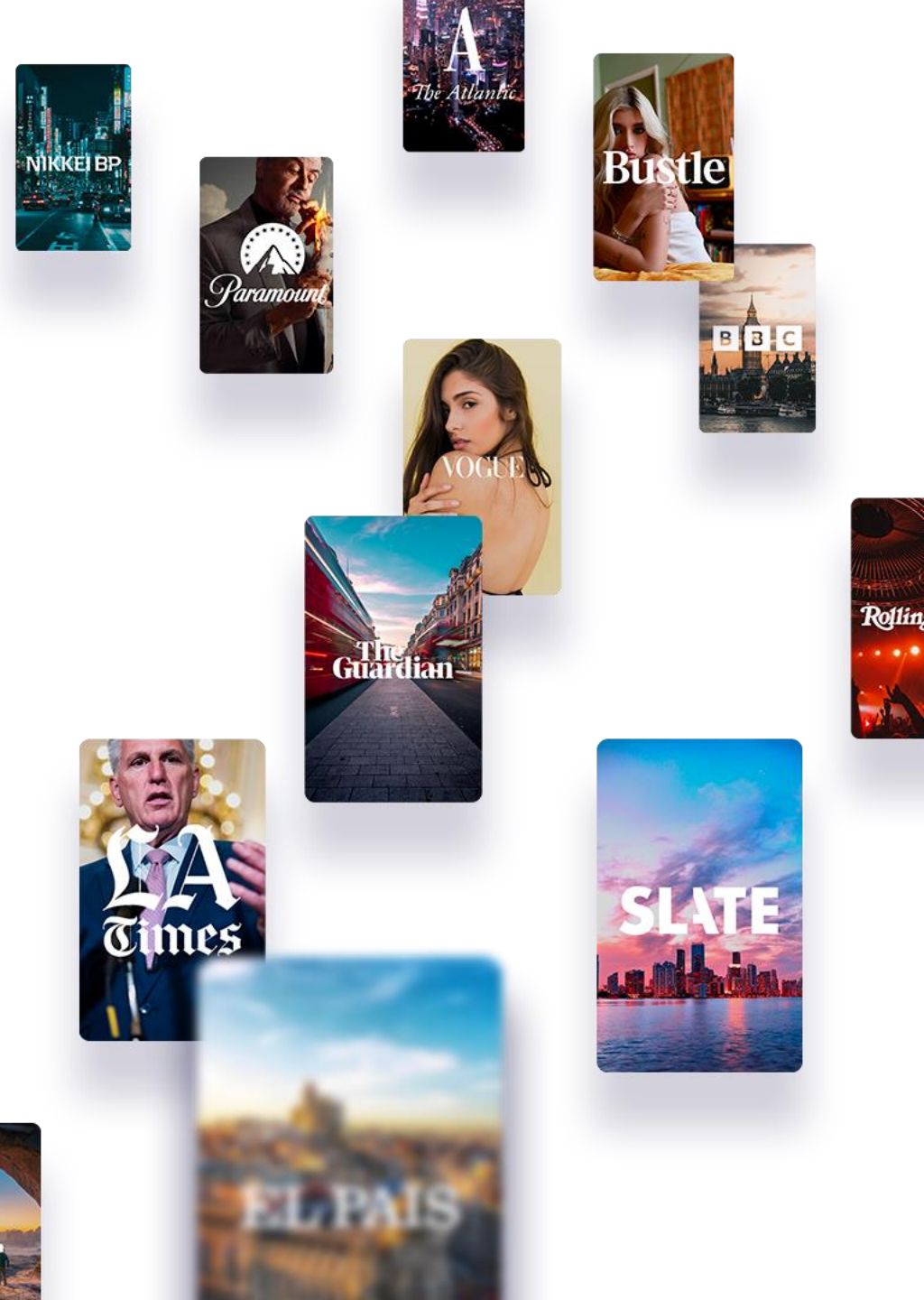
MAXIMIZE CAMPAIGN OUTCOMES WITH

Teads AD MANAGER

Michalina Bialek
Head of Enterprise Solutions at Teads

What we stand for?

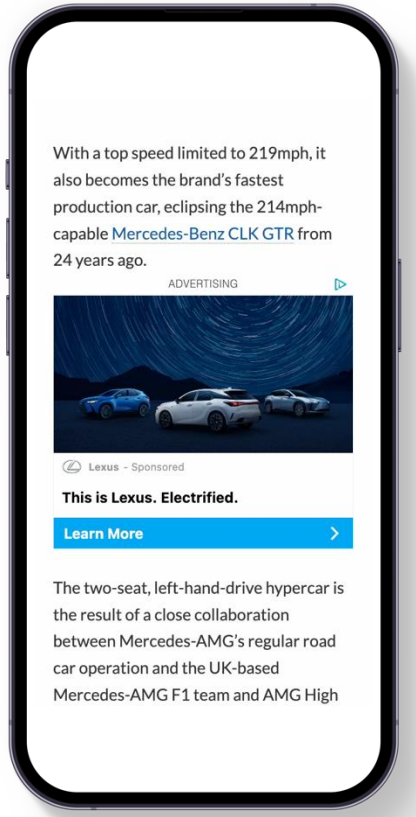
Teads fosters a responsible advertising ecosystem by funding premium content and quality journalism

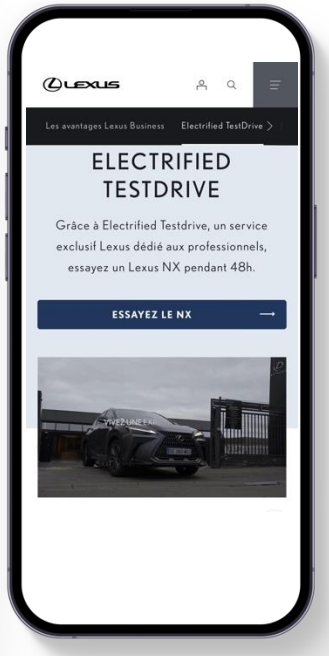


Exceptional creative across screens

Branding

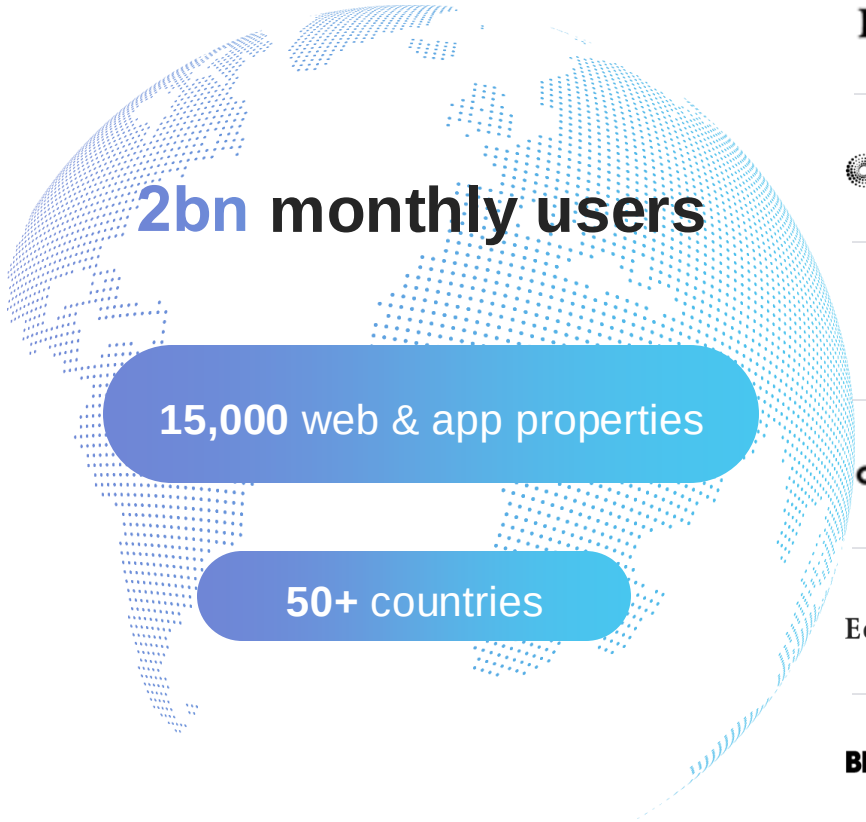
Performance





Teads

Direct access to the world's best publishers



Slate VOGUE abcNEWS

ESPN BBC CNN

MARCA.COM GQ The Washington Post

Mashable marie claire VICE

EL UNIVERSAL The Atlantic BUSINESS INSIDER

WELT HUFFPOSTI Les Echos

Forbes GLAMOUR TIME

REUTERS ClarínX

CBS NEWS ESTADÃO EL PAÍS

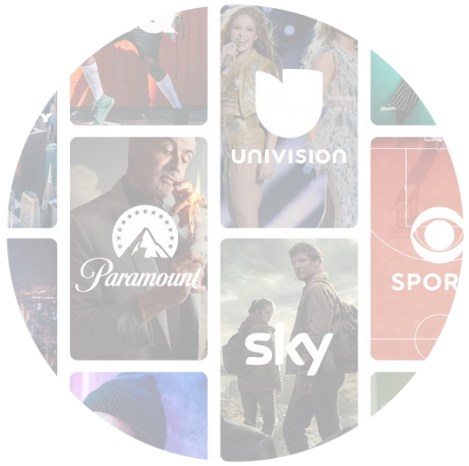
O GLOBO VANITY FAIR cnet

The Economist MailOnline Sports Illustrated

Bloomberg South China Morning Post SPIEGEL ONLINE

Teads

Teads key differentiators



Premium
Environments

Exceptional
Creative

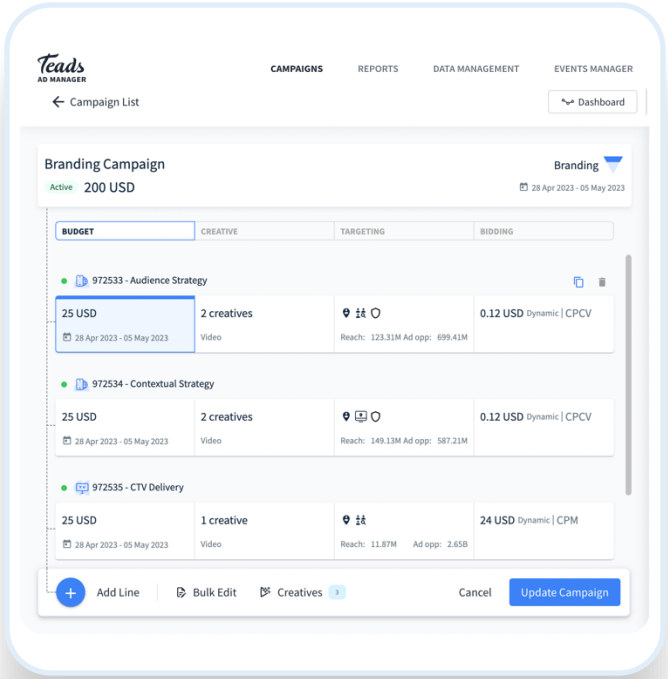
The Best
Contextual Solutions

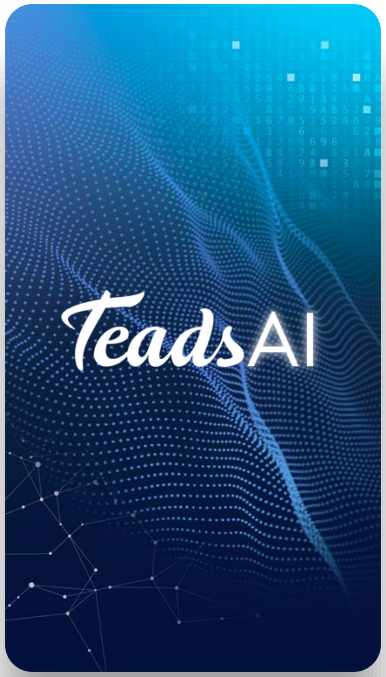
Hi-Tech
End to End Platform

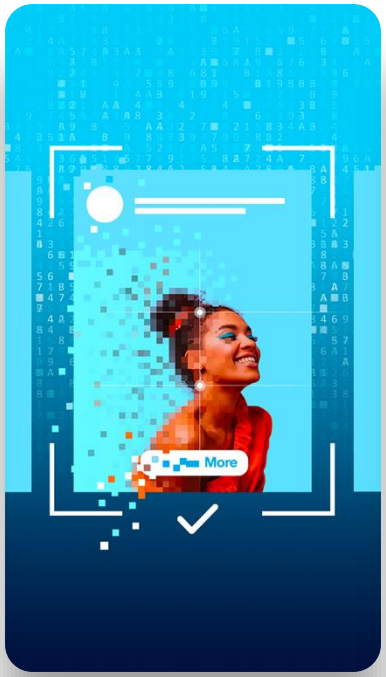
Teads

Teads Ad Manager

A powerful end-to-end platform







Teads Ad Manager | Targeting | Predictive AI | Creatives | Premium Publishers

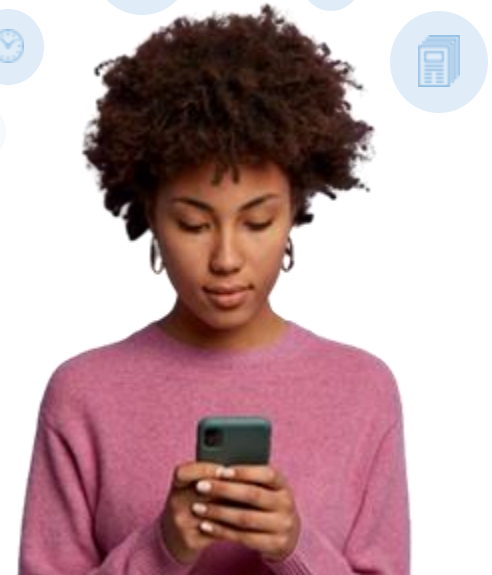
Teads

Predictive AI is at the core of everything we do

HOW IT WORKS

2.2BN Users

160 BN Signals

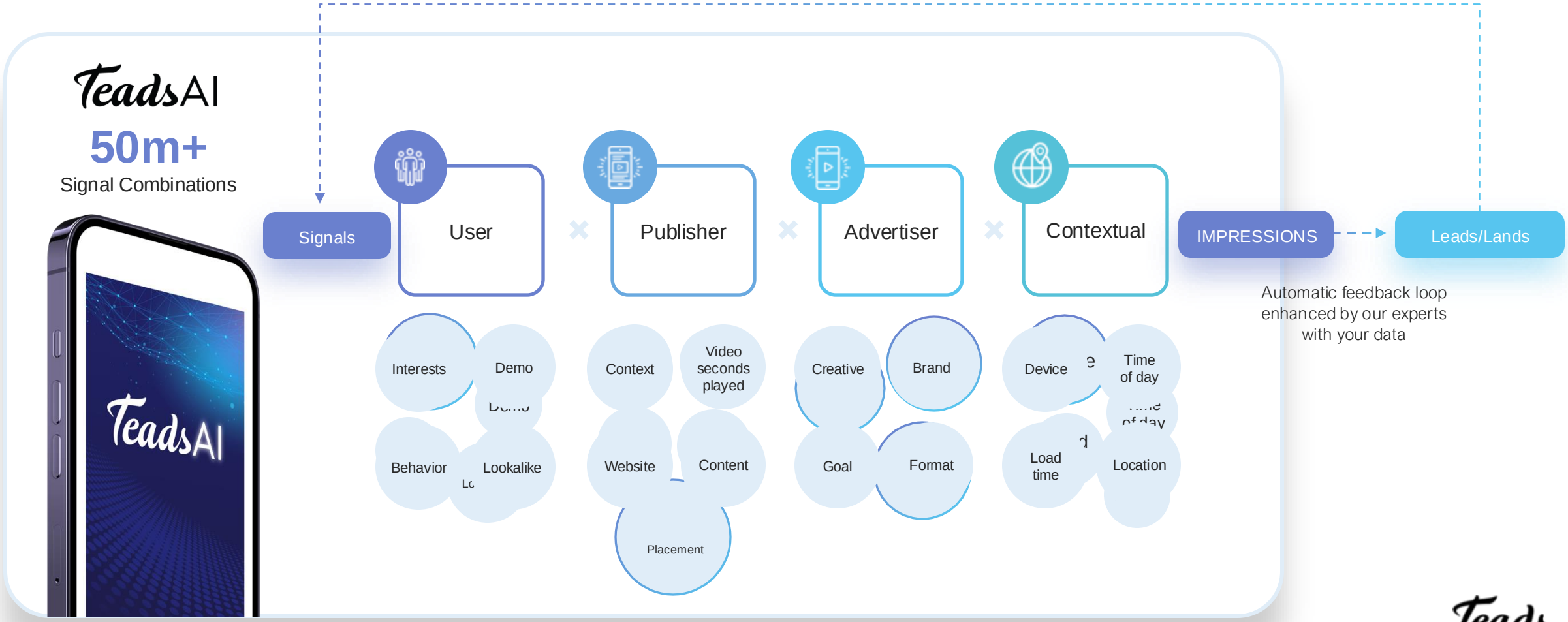


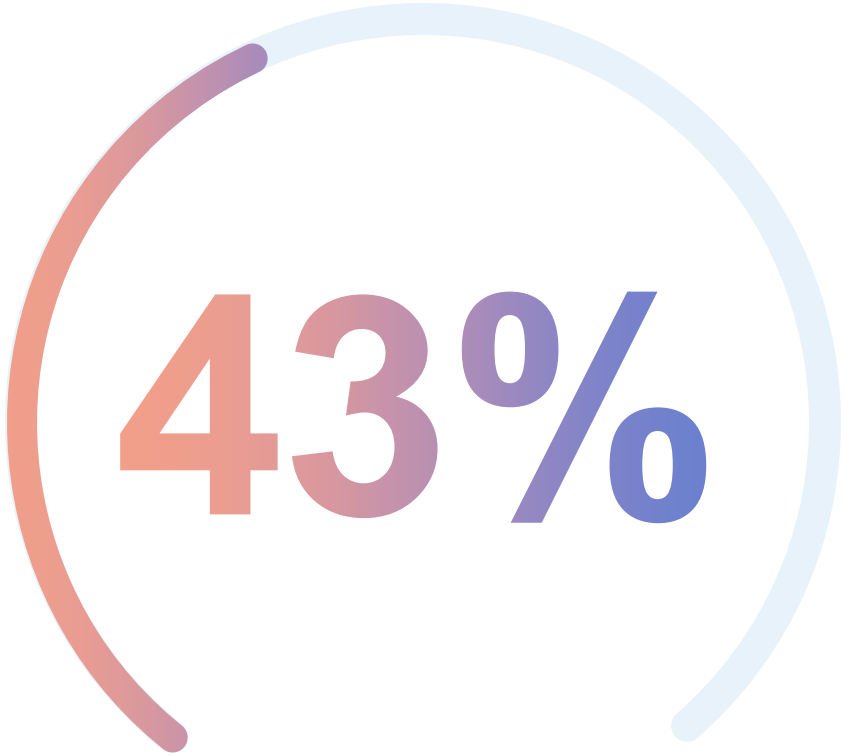
18M AI PREDICTIONS MADE EVERY SECOND

THE OUTCOME

Deliver the **right message**, to the **right person**, at the **right time**, at the best cost.

TAM's drect publisher integration unlocks more data for better results





of ad opportunities in Finland

are cookieless

Source Teads Internal Data

Teads

Choose your AI-powered Cookieless Targeting

The right **User**

300+ segments combining
unique 1st party data & predictive AI

The right **Context**

500+ segments powered by AI-led
semantic analysis of premium editorial

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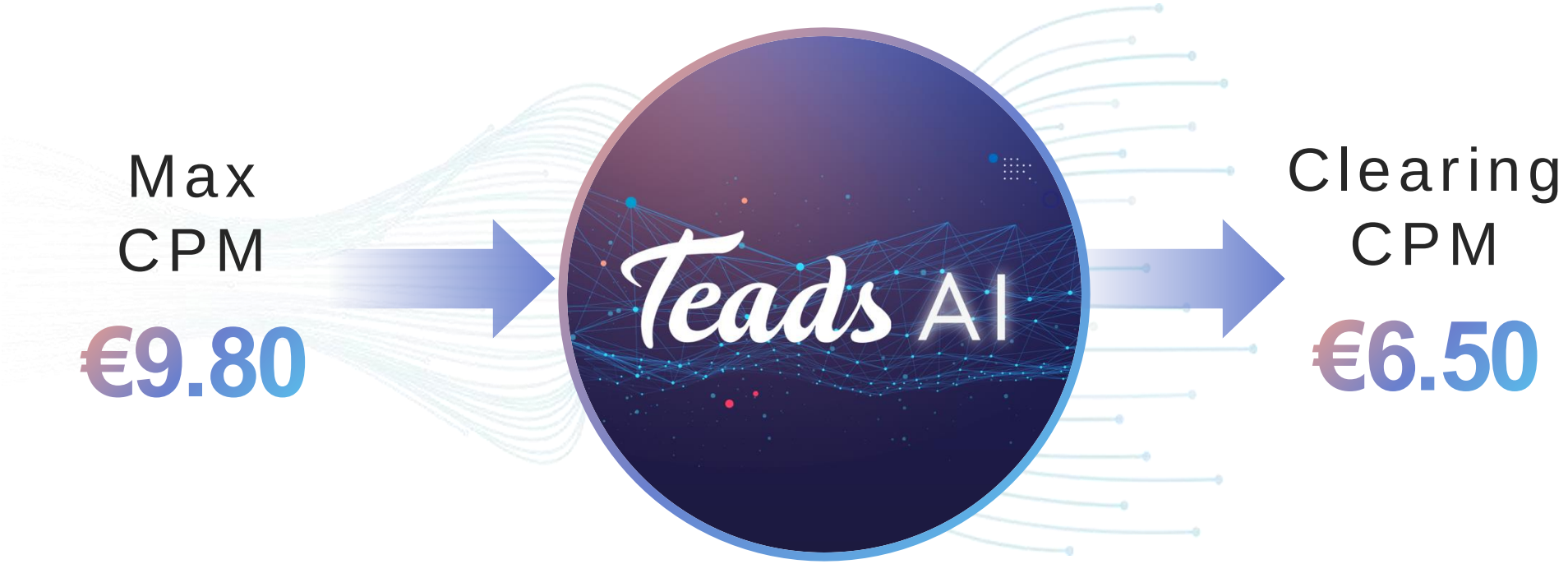
Achieve greater cost efficiency with TAM's max price bidding model



Analyzing 6x more auction data than 3rd party DSPs

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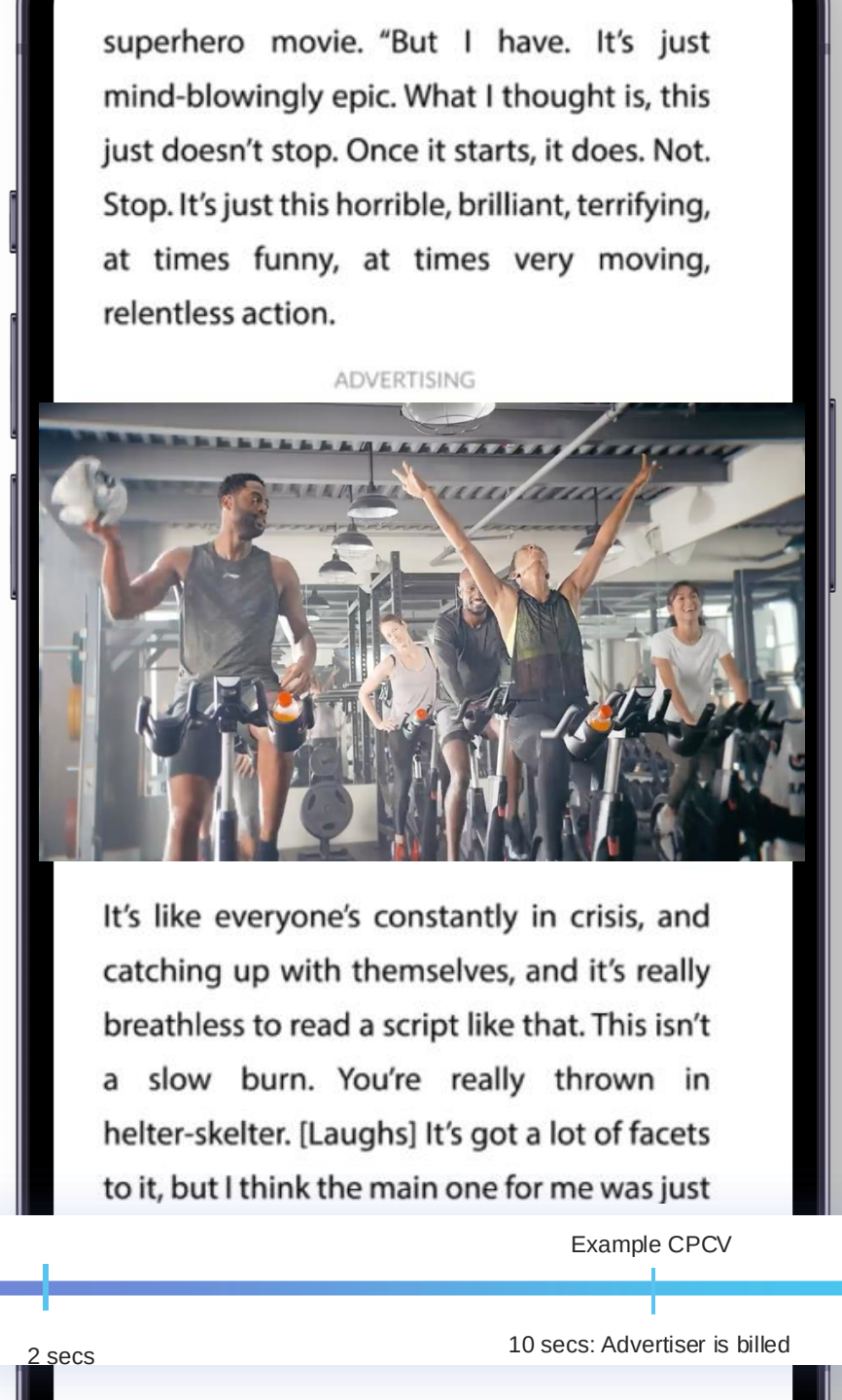
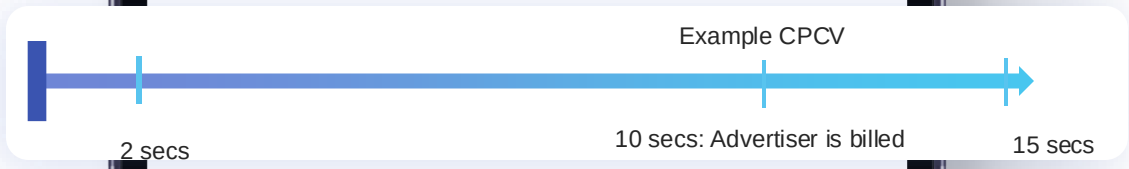
Maximize Attention by delivering guaranteed views

- **Guaranteed views** at the duration of your choice
- Pay on **vCPM or CPCV** with any viewability duration
- Predictive AI **drives down your price** per viewable impression
- Measure **Attention metrics** using LUMEN measurement available free of charge





Teads

Teads Ad Manager leverages the full power of our AI to deliver you the best possible results

Scale

Reach
100%

Remove the barriers to scaling premium supply

Cost Efficiency

CPM
-20%

Reducing costs in an inflationary marketplace

Effectiveness

Delivering incrementality and guaranteed KPI success

Viewability
+10%

Completion
+15%

CTR
+25%

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Teads Ad Manager outperforms 3rd Party DSPs

Vertical: CPG | **Date**: March 2024 | **Billing model**: CPM | **Format** | Performance Video | **KPI :** Traffic to site

Teads AD MANAGER

59.9 SEK
CPM

69%
Viewability Rate

5,13 SEK
eCPC

1.17%
CTR

Teads Ad Manager VS 3rd Party DSP

Gained Efficiencies

-34%
eCPM

-88%
eCPC

+388%
CTR

3rd Party DSP

90 SEK
CPM

66%
Viewability Rate

41 SEK
eCPC

0.24%
CTR

Teads

Trusted By Thousands of Partners Worldwide

5,000 Monthly Active Users

1,200 Active Agencies

3,300 Active Advertisers

50+ Active Countries

Hold Co Partnerships

dentsu, IPG, havas media, PUBLICIS MEDIA, OMG, groupm

Clients Activated

dyson, DANONE, LVMH MOËT HENNESSY · LOUIS VUITTON, COTY BEAUTY, LIBERATED, amazon, NISSAN, mastercard, Volkswagen, ESTĒE LAUDER, adidas, Nestlé, SAMSUNG, Nintendo, swatch

Source: Teads, Internal Data, 2024

Teads

Teads

Thank you